

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/812,394 Confirmation No.: 1742  
Applicant : Fuloria et al.  
Filed : 03/30/2004  
Title : Selectively Delivering Advertisements Based at Least in Part on  
Trademark Issues  
TC/Art Unit : 3622  
Examiner: : Unknown  
  
Docket No. : 64557.000019 (GP-227-00-US)  
Customer No. : 21967

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicants are submitting herewith the attached Form PTO-SB/08A listing references for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Supplemental Information Disclosure Statement is being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee is required for consideration of this information. However, in the event any fee is deemed

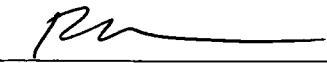
PATENT  
64557.000019 (GP-227-00-US)

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

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PTO/SB/08A (10/01) (modified)

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE



**Substitute for form 1449A/PTO**

## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Application Number	10/812,394
Filing Date	03/30/2004
First Named Inventor	Fuloria et al.
Art Unit	3622
Examiner Name	Unknown
Attorney Docket Number	64557.000019 (GP-227-00US)

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**Attorney Docket Number:**

64557 000012 (GP 227 00112)

## U.S. PATENT DOCUMENTS

## OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS

*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION
		Chris Sherman, "Google Launches AdWords Select," February 20, 2002, 6 pages	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant